CLAIMS

1. A method for participation in a promotion program, comprising the steps of:

acquiring a quantity of points;

reviewing an upcoming real world event;

reviewing a select set of possible outcomes for said event;

selecting one of said select set of possible outcomes as a prediction entry;

associating said quantity of points with said prediction entry;

awaiting an actual outcome of said upcoming real world event to determine whether said prediction entry might be a winning prediction entry; and

if said prediction entry is a winning prediction entry, receiving a reward for making a winning prediction entry during participation in said promotion program.

2. The method of claim 1 further comprising the steps of downloading a login webpage and conducting a login process to initiate participation in said promotion program.

3. The method of claim 1 further comprising the steps of downloading a registration webpage and conducting a registration process to register for participation in said promotion program.

4. The method of claim 1 wherein said step of selecting one of said select set of possible outcomes as a prediction entry, and said step of associating said

quantity of points with said prediction entry are carried out during a prediction entry time period.

5.   The method of claim 4 wherein said upcoming real world event occurs after expiration of said prediction entry time period.

6.   The method of claim 4 further comprising the step of adjusting said prediction entry during said prediction entry time period and replacing said prediction entry with said adjusted prediction entry.

7.   The method of claim 6 further comprising the step of adjusting said quantity of points during said prediction entry time period and associating said adjusted quantity of points with said adjusted prediction entry.

8.   The method of claim 4 further comprising the step of adjusting said quantity of points during said prediction entry time period and associating said adjusted quantity of points with said prediction entry.

9.   The method of claim 1 wherein said quantity of points is acquired, at least in part, by activating a dynamic trigger included as part of a webpage associated with participation in said promotion program.

10.   The method of claim 1 wherein said select set of possible outcomes for said event constitute all possible outcomes for said event.

11.   The method of claim 1 further comprising the steps of: purchasing an instant win product having an

instant win code associated therewith; identifying said instant win code; entering the instant win code at an instant win webpage associated with participation in said promotion program; and in response to entry of said instant win code, receiving results as to whether entry of said instant win code constitutes an instant win winning entry in said promotion program.

12.   The method of claim 11 further comprising the steps of: completing a survey at a survey completion webpage associated with participation in said promotion program; and in response to completion of said survey, receiving a reward.

13.   The method of claim 12 further comprising the steps of: purchasing an online product online; and in response to purchase of said online product, receiving a select number of loyalty points that can be applied towards rewards obtainable during participation in said promotion program.

14.   The method of claim 13 further comprising the steps of: purchasing an offline product offline having a loyalty code associated therewith; identifying said loyalty code; entering the loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to entry of said loyalty code, receiving a select number of said loyalty points.

15.   The method of claim 1 further comprising the steps of: completing a survey at a survey completion webpage associated with participation in said promotion

program; and in response to completion of said survey, receiving a reward.

16. The method of claim 15 further comprising the steps of: purchasing an online product online; and in response to purchase of said online product, receiving a select number of loyalty points that can be applied towards rewards obtainable during participation in said promotion program.

17. The method of claim 16 further comprising the steps of: purchasing an offline product offline having a loyalty code associated therewith; identifying said loyalty code; entering the loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to entry of said loyalty code, receiving a select number of said loyalty points.

18. The method of claim 1 further comprising the steps of: purchasing an online product online; and in response to purchase of said online product, receiving a select number of loyalty points that can be applied towards rewards obtainable during participation in said promotion program.

19. The method of claim 18 further comprising the steps of: purchasing an offline product offline having a loyalty code associated therewith; identifying said loyalty code; entering the loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to entry of said loyalty code, receiving a select number of said loyalty points.

20. The method of claim 1 further comprising the steps of: purchasing an offline product offline having a loyalty code associated therewith; identifying said loyalty code; entering the loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to entry of said loyalty code, receiving a select number of loyalty points that can be applied towards rewards obtainable during participation in said promotion program.

21. A method for providing a promotion program, comprising the steps of:

permitting a program participant to acquire a quantity of points;

permitting the program participant to review an upcoming real world event;

permitting the program participant to review a select set of possible outcomes for said event;

permitting the program participant to select one of said select set of possible outcomes as a prediction entry;

permitting the program participant to associate said quantity of points with said prediction entry;

reviewing said upcoming real world event to determine its outcome;

determining whether said prediction entry is a winning prediction entry based, at least in part, on said outcome of said upcoming real world event; and

if said prediction entry is a winning prediction entry, distributing a reward to said program participant for making a winning prediction entry during participation in said promotion program.

22. The method of claim 21 further comprising the step of permitting the program participant to download a login webpage and conduct a login process to initiate participation in said promotion program.

23. The method of claim 21 further comprising the step of permitting the program participant to download a registration webpage and conduct a registration process to register for participation in said promotion program.

24. The method of claim 21 further comprising the step of determining a prediction entry time period and permitting the program participant to select one of said select set of possible outcomes as a prediction entry only during said prediction entry time period, and further permitting the program participant to associate said quantity of points with said prediction entry only during said prediction entry time period.

25. The method of claim 24 wherein said prediction entry time period is determined such that said upcoming real world event is scheduled to occur thereafter.

26. The method of claim 24 further comprising the step of permitting the program participant to adjust said prediction entry during said prediction entry time period and replace send prediction entry with said adjusted prediction entry.

27. The method of claim 26 further comprising the step of permitting the program participant to adjust said quantity of points during said prediction entry time

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period and to associate said adjusted quantity of points
with said adjusted prediction entry.

28.   The method of claim 24 further comprising
the step of permitting the program participant to adjust
said quantity of points during said prediction entry time
period and to associate said adjusted quantity of points
with said prediction entry.

29.   The method of claim 21 further comprising
the step of establishing a dynamic trigger forming part of
a webpage associated with participation in the promotion
program to permit the program participant to acquire said
quantity of points, at least in part, by activating said
dynamic trigger.

30.   The method of claim 21 wherein said select
set of possible outcomes for said event constitute all
possible outcomes for said event.

31.   The method of claim 21 further comprising
the steps of: providing an instant win product having an
instant win code associated therewith; permitting entry of
the instant win code at an instant win webpage associated
with participation in said promotion program; and in
response to receipt of said instant win code entry,
identifying whether said instant win code corresponds to
an instant win winning entry in said promotion program.

32.   The method of claim 31 further comprising
the steps of: formulating a survey to be completed by a
survey respondent; including said survey as part of a
survey completion webpage associated with participation in

said promotion program; and in response to completion of said survey, distributing a reward to the survey respondent.

33.   The method of claim 32 further comprising the steps of: providing an online product for sale online; and in response to receipt of an order for purchase of said online product, adding a select number of loyalty points to a participant account such that said loyalty points can be applied towards rewards obtainable during participation in said promotion program.

34.   The method of claim 33 further comprising the steps of: providing an offline product for sale offline; associating a loyalty code with said offline product; permitting entry of said loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to receipt of said entered loyalty code, adding a select number of said loyalty points to said participant account.

35.   The method of claim 21 further comprising the steps of: formulating a survey to be completed by a survey respondent; including said survey as part of a survey completion webpage associated with participation in said promotion program; and in response to completion of said survey, distributing a reward to the survey respondent.

36.   The method of claim 35 further comprising the steps of: providing an online product for sale online; and in response to receipt of an order for purchase of said online product, adding a select number of

loyalty points to a participant account such that said loyalty points can be applied towards rewards obtainable during participation in said promotion program.

37. The method of claim 36 further comprising the steps of: providing an offline product for sale offline; associating a loyalty code with said offline product; permitting entry of said loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to receipt of said entered loyalty code, adding a select number of said loyalty points to said participant account.

38. The method of claim 21 further comprising the steps of: providing an online product for sale online; and in response to receipt of an order for purchase of said online product, adding a select number of loyalty points to a participant account such that said loyalty points can be applied towards rewards obtainable during participation in said promotion program.

39. The method of claim 38 further comprising the steps of: providing an offline product for sale offline; associating a loyalty code with said offline product; permitting entry of said loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to receipt of said entered loyalty code, adding a select number of said loyalty points to said participant account.

40. The method of claim 33 further comprising the steps of: providing an offline product for sale offline; associating a loyalty code with said offline

product; permitting entry of said loyalty code at a loyalty webpage associated with participation in said promotion program; and in response to receipt of said entered loyalty code, adding a select number of loyalty points to a participant account such that said loyalty points can be applied towards rewards obtainable during participation in said promotion program.

41.   A method of determining whether a particular prediction entry having a particular number of points associated therewith placed by a particular program participant constitutes a winning entry in a promotion program wherein a plurality of promotion program participants each place one prediction entry having a participant-selected number of points associated therewith and wherein each said prediction entry is placed at a particular time during which prediction entries are accepted for participation in said promotion program, comprising the steps of:

determining whether said particular prediction entry is correct;

if said particular prediction entry is not correct, then recognizing that said particular prediction entry does not constitute a winning entry in said promotion program;

if said particular prediction entry is correct, then determining which, if any, of other ones of said prediction entries placed by others of said plurality of promotion program participants are correct to separate correct prediction entries from incorrect prediction entries and calculate a total number of correct prediction entries for said promotion program;

if said total number of correct prediction entries for said promotion program is less than or equal to a number of winning entries to be awarded for said promotion program, then recognizing that said particular prediction entry constitutes a winning entry in said promotion program;

if, on the other hand, said total number of correct prediction entries for said promotion program is greater than said number of winning entries to be awarded for said promotion program, comparing the particular number of points associated with said particular prediction entry with the selected number of points associated with said other ones of said correct prediction entries to rank said correct prediction entries in a points-based ranking; and

if the particular number of points associated with said particular prediction entry is identical to the selected number of points associated with at least one of said other ones of said correct prediction entries, then comparing said particular time at which said particular prediction entry was placed by said particular program participant during said promotion program relative to said particular time at which said at least one of said other ones of said correct prediction entries was placed to rank said particular prediction entry relative to said at least one of said other ones of said correct prediction entries.

42. A method of determining whether a particular prediction entry having a particular number of points associated therewith placed by a particular program participant constitutes a winning entry in a promotion program wherein a plurality of promotion program participants each place one prediction entry having a

participant-selected number of points associated therewith, comprising the steps of:

determining whether said particular prediction entry is correct;

if said particular prediction entry is not correct, then recognizing that said particular prediction entry does not constitute a winning entry in said promotion program;

if said particular prediction entry is correct, then determining which, if any, of other ones of said prediction entries placed by others of said plurality of promotion program participants are correct to separate correct prediction entries from incorrect prediction entries and calculate a total number of correct prediction entries for said promotion program;

if said total number of correct prediction entries for said promotion program is less than or equal to a number of winning entries to be awarded for said promotion program, then recognizing that said particular prediction entry constitutes a winning entry in said promotion program;

if, on the other hand, said total number of correct prediction entries for said promotion program is greater than said number of winning entries to be awarded for said promotion program, comparing the particular number of points associated with said particular prediction entry with the selected number of points associated with said other ones of said correct prediction entries to rank said correct prediction entries in a points-based ranking; and

if the particular number of points associated with said particular prediction entry is identical to the selected number of points associated with at least one of

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said other ones of said correct prediction entries, then
ranking said particular prediction entry relative to said
at least one of said other ones of said correct prediction
entries according to a predetermined random process.